

Factors Affecting Workers in Choosing a Boarding Services at Batam City - Indonesia

Shinta Wahyu Hati, Dwi Yunita Purnama Sari

Applied Business Administration Study Program, Politeknik Negeri Batam, Jl. Ahmad Yani, Batam Centre, Batam 29461, Indonesia

Keywords: Boarding Service, Partial Least Square (PLS), Preferences #ICIB.

Abstract: This study aims to determine what factors are influencing the worker preference in choosing a boarding service in the area of Batam City. The sample in this study is the worker who uses the services of boarding in the area Batam City by using purposive sampling method. The samples used as many as 100 respondents. Data were analyzed using SEM-PLS techniques through software SmartPLS 2.0 M3. The results showed that the reference factor, facilities and prices directly affect the worker preference in choosing a boarding service. While the location factors, environmental, security and service do not affect the worker preference in choosing a boarding services. The results of the study also showed that the most dominant factor affecting the worker's preference in choosing a boarding services is a factor of the facility with the highest estimate of the original sample is 0.26729

1 INTRODUCTION

Batam is a city with a very strategic location. In addition to international shipping was on track, the city has a very close distance and directly adjacent to Singapore and Malaysia. Batam city strategic location targeted by local and foreign investors as a business base. According to BPS (2014) Batam has 298 industries, both corporate clients and medium. That's why the city of Batam referred to as one of the largest industrial cities in Indonesia.

Every year the number of people arrivals of Batam always increases. The population density is indirectly affecting an increasing number of residential lands in Batam city. Total availability of land settlement in Batam is not comparable with the number of requests from the public. This makes the price of housing or property in Batam becomes high. Some reasons for the arrival of the community, among others for school, college, courses, and work. The reason often requires people to settle down long enough in Batam.

As a newcomer trying to adapt to a new living environment, require expenses for daily necessities such as food, clothing, and shelter. Some people, especially the job seekers prefer to rent a boarding room is cheaper than a hotel or apartment, for reasons of an efficient economy. Given the migrants or job seekers have in fact not yet received a fixed income.

One of the existences of boarding services in Batam is city area. In the region found many boarding houses were built for being around the business sector in the form of banking services, hotel services, and industrial area Citra Buana Centre Park I - Seraya, Citra Buana Centre Park II - Batu Ampar and other industrial enterprises. Every worker has different preferences in terms of choosing a boarding place.

In general, tenants viewed boarding place are included the physical form of a building boarding, the price offered in accordance with the acquired facilities, locations where boarding and perceived convenience in choosing a boarding place. According to previous studies (Black et al, 2012), many factors influence your decision in choosing a boarding house are: 1) References, 2) image/reputation, 3) Security, 4) Prices, 5) Environment, 6) Services, 7) facilities, and 8) Location. Based on the above, the title of the research in this study is "Factors Affecting Worker Preferences in Choosing a Boarding Service in Batam City".

The formulation of the problem to be addressed is whether the reference factor, location, environment, security, service, amenities, and price affect the worker preference in choosing a boarding service, and which is the most dominant factor influencing the worker preference in choosing a boarding service.

The purpose of this research is to investigate and analyze whether the reference factor, location, environmental, security, service, facility, and price affect the preferences of workers in choosing boarding service, and determine which is the most dominant influence on the preferences of workers in choosing services boarding.

The benefits of this research are for the local government or related parties can provide input in the establishment of policies related to housing and residential development in Batam city. For employer services boarding, is expected to provide useful input to determine whether there is the influence of reference, location, environment, security, service, amenities and price, to be determined what strategies can be used in the marketing of boarding place in the area Batam City. For the people of this study provide additional information in the corporate world of worker preferences in choosing boarding places.

2 LITERATURE REVIEW

2.1 Services Theory

According to Kotler and Keller (2012) in Tjiptono (2014) services can be defined as "any act or acts that can be offered by one party to another that is essentially intangible (intangible physical) and produces no ownership of anything.

2.2 Demand Theory

According to Sukirno (2005) theory of demand analysis in economics that explains the factors that determine demand, and how these factors influence the market balance. These factors include:

- a. Prices of goods itself
- b. The price of other goods related to such goods

- c. Household income and the average income of the community
- d. The pattern of income distribution in society
- e. The taste of the community
- f. Total population
- g. Forecasts regarding the situation in the future

2.3 Demand Boarding Services

Understanding boarding or often called the boarding house is a kind of rental rooms are rented for a period of time in accordance with the agreement and the room owner agreed price (Utomo, 2009). The principle function of boarding houses is a means of temporary residence for workers who generally come from outside the region who are seeking employment or already have a job, it just not has a private house that is adjacent to the work site.

2.4 Consumer Preferences

An understanding of consumer preferences for businesses either product or service can be used to identify market segments and develop strategies to respond to the needs of the consumer market. According to Kotler and Keller (2007) in Putri (2014) there are several steps that must be passed to consumers to form preferences:

- a. It is assumed that the consumer sees the product as a set of attributes. Different consumers have different attributes of a product that is relevant.
- b. The level of importance of attributes varies according to the needs and wishes of each. Consumers have a different emphasis on assessing what is the most important attributes. Consumer purchasing power will most concerned attribute the ultimate price.
- c. Consumers develop a number of beliefs about the location of the product on each attribute.

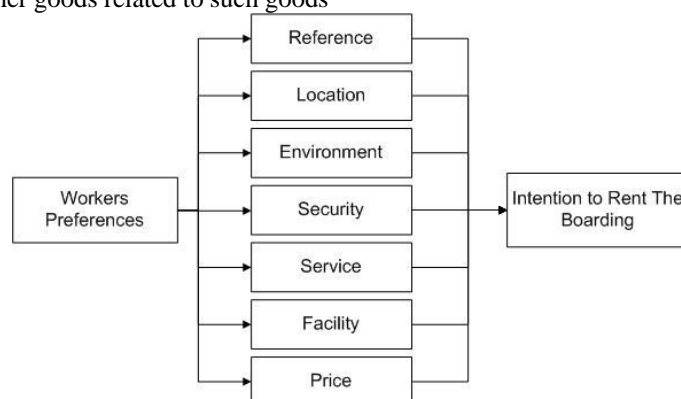


Figure 1. Research Framework

d. The level of customer satisfaction with the product will vary in accordance with different attributes.

Consumers will arrive at a different attitude toward the brand through evaluation procedures.

2.5 Framework

The framework shown in figure 1,

3 RESEARCH METHODOLOGY

The research used explanatory approach (Explanatory Research), an article describing a causal relationship between the study variables with hypothesis testing. The object of research in this paper is the workers who live in the boarding area of Batam. As in table 1, the scope of research related to the analysis of trade preferences in choosing a boarding house includes a reference (X1), the location (X2), the environment (X3), security (X4), Service (X5), facilities (X6), and price (X7).

Table 1. Operational Variables

Variable/ Sub Variables	Indicators
Preference (Y)	1. Suitability 2. The level of satisfaction
Reference (X1)	1. Information gained from previous experience 2. Information obtained from the relevant parties 3. The information obtained from the mass media and electronic
Location (X2)	1. to reach out to various places 2. The ease of finding access to transport, health and others
Environment (X3)	1. The existence of a clear organization of space 2. The level of cleanliness 3. The level of comfort 4. The existence of social interaction
Security (X4)	1. Security Level 2. The presence of guards boarding
Service (X5)	1. The ability of service immediately, accurately and satisfactorily 2. There must be guaranteed when there is damage 3. The existence of good communication
Facility (X6)	1. Availability of public facilities in the boarding house 2. Availability of special facilities in boarding house
Price (X7)	1. suitability with the price and quality of rooms or facilities or boarding house expected 2. Compliance / affordability by segmenting the target

Measurement of variables and indicators in this study was designed to form an Ordinal scale as in Table 2 below.

Table 2. Measurement Scale

Statement	Scale
Strongly Agree	4
Agree	3
Disagree	2
Strongly Disagree	1

3.1 Population and Sample

The population in this study is the workers who live in the boarding area of Batam City as many as 537 people. The sampling technique in this research is purposive sampling, while the number of samples in the study, the authors used a formula Slovin (Umar, 2008).

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{537}{1 + 537(0,1)^2} = 84,30$$

Explanation:

N = Number of population

n = Number of samples

e = Limit fault tolerance (error tolerance of 10%)

Based on the above calculation results obtained 84.30 which is rounded to 100 people, which means that the sample of respondents in this study is 100 people. Source of data derived from primary data obtained from questionnaires and secondary data obtained through the study of the documentation, and other journals. Techniques of data collection are observation and questionnaires.

The analytical method used is the method Structural Equation Model - Partial Least Square (SEM - PLS) using software smartPLS 2.0 M3 starts of the measurement model (outer model), the model structure (inner model) and hypothesis testing.

4 RESULT

4.1 Data Characteristics of Respondents

Here is the demographic data of respondents comprised of data on gender, age, education, profession, work location, and origin of the

respondents obtained from the questionnaire research.

Table 3. Characteristics of Respondents Based on Gender

Gender	Number	Percentage
Male	50	50%
Female	50	50%
Total	100	100%

Table 3 shows that the gender of male and female balanced. It can be estimated that the population of male and female in Batam is balanced.

Table 4. Characteristics of Respondents Based on Age

Age	Number	Percentage
18-22 years old	11	11%
23-27 years old	45	45%
28-32 years old	27	27%
33-37 years old	8	8%
38-42 years old	5	5%
43-47 years old	4	4%
<42 years old	-	-
Total	100	100%

Table 4 shows that the general age of the respondents who chose boarding services in the Batam City area most are aged 23-27 years by 45 people (45%).

Table 5. Characteristics of Respondents Based on Latest Education

Education	Number	Percentage
SD/MI/Equal	6	6%
SMP/MTS/Equal	7	7%
SMA/SMK/Equal	60	60%
D1	-	-
D2	-	-
D3	17	17%
D4/S1	9	9%
S2	1	1%
Total	100	100%

Table 5 shows that the general age of the respondents who chose boarding services in Batam

City are educated SMA / SMK / equivalent of 60 people (60%).

Table 6. Characteristics of Respondents Based on Profession

Profession	Number	Percentage
TNI/Polri/PNS	-	-
Employees of Government Institutions	4	4%
Employees of Private Firms	72	72%
Entrepreneur	18	18%
Others	6	6%
Total	100	100%

Table 6 shows that respondents generally work as employees of private firms amounted to 72 (72%). It is estimated that recent education respondents related to the job position they can.

Table 7. Characteristics of Respondents Based on the Location of The Job

Work Location	Number	Percentage
Sei Panas	10	10%
Seraya	9	9%
Batu Ampar	25	24%
Batam Centre	16	16%
Muka Kuning	5	5%
Sekupang	-	-
Pelita	4	4%
Tj.Ucang	2	2%
Panbil	2	2%
Kabil	2	2%
Tunas	1	1%
Others	24	25%
Total	100	100%

Table 7 shows seen that generally work sites, respondents chose the services of boarding In Batam Most is located in Batu Ampar by 25 people (25%). It is estimated respondents chose boarding services in Batam City due to the distance between Batam City to Batu Ampar area within ± 4.1 km or ± 10 minutes.

Table 8 shows that in general the place of origin of respondents who chose boarding services in Batam City comes from outside Batam in the amount of 79 people (79%). This indicates a majority of respondents are newcomers.

Table 8. Characteristics of Respondents Based On Place of Origin

Place of Origin	Number	Percentage
Batam	21	21%
Beyond of Batam	79	79%
Total	100	100%

4.2 Outer Test or Measurement Model

There are three criteria for assessing the outer models of convergent validity, discriminate validity and reliability of composite. According to Chin in Jogiyanto (2011) the rule of thumb used for convergent validity is the outer loading > 0.7, communality > 0.5 and average variance extracted (AVE) > 0.5. Jogiyanto (2011) also explained that if a score of loading between from 0.5 to 0.7, preferably researchers do not remove the indicator has a score of loading the whole score AVE and Communality indicators > 0.5.

Based on the results of processing using a value SmartPLS outer construct models or correlations between variables was not initially meet the convergent validity because it is still quite a lot of indicators that have a value below the loading factor of 0.50. Modification of the model is done by issuing the indicators that have a value below the loading factor of 0.5.

Table 9. Outer Model Test of Reference / Information

Indicator	First Model	Modified Model
IF1	0,70685	0,71308
IF2	0,45934	
IF3	0,71983	0,74474
IF4	0,12416	
IF5	0,15198	
IF6	0,73514	0,80347
IF7	0,73406	0,81969

In Table 9 it appears that from 7 indicators, there are three indicators that must be removed. Indicators released are information from family / relatives (IF2), the information from the electronic media (IF4), and information from the mass media (IF5).

Table 10. Outer Model Test of Variable Location

Indicator	First Model	Modified Model
LO1	0,7193	0,71669
LO2	0,78887	0,77637
LO3	0,70518	0,7382
LO4	0,69027	0,7392
LO5	0,66819	0,66856
LO6	0,58337	

In Table 10 it appears that only one of the six indicators issued indicators is about access to health care (LO6).

Table 11. Outer Model Test of Variable Environment

Indicator	First Model	Modified Model
LI1	0,5188	
LI2	0,7	0,7853
LI3	0,66384	0,75576
LI4	0,62596	0,67198
LI5	0,67313	0,73394
LI6	0,63725	0,6603
LI7	0,48601	
LI8	0,40833	

Table 11 shows that the indicators are of eight 3-issued indicators, namely the primacy of environmental factors (LI1), interaction with local residents (LI7), and the ease of finding a boarding (LI8).

Table 12. Outer Model Test of Variable Security

Indicator	First Model	Modified Model
KA1	0,70279	0,70339
KA2	0,73086	0,73035
KA3	0,84196	0,84188
KA4	0,87269	0,87259

In Table 12 it appears that all the indicators no incurred due in accordance with the rule of thumb used.

Table 13. Outer Model Test of Variable Service

Indicator	First Model	Modified Model
PL1	0,40665	
PL2	0,76802	0,78966
PL3	0,80226	0,86817
PL4	0,85124	0,85896
PL5	0,47132	
PL6	0,73858	0,81748

In Table 13 it appears that there are two of six indicators issued indicators, namely the primacy of service factor (PL1) and a parking lot (PL5).

Table 14. Outer Model Test of Variable Facility

Indicator	First Model	Modified Model
F1	0,42334	
F2	0,6699	0,68452
F3	0,58388	0,57948
F4	0,85317	0,8884
F5	0,81028	0,82091
F6	0,87317	0,90244

In Table 14 it appears that only one of the six indicators issued indicators, namely the primacy of the facility factor (F1).

Table 15. Outer Model Test of Price

Indicator	First Model	Modified Model
H1	0,77474	0,77414
H2	0,74028	0,74068
H3	0,70656	0,7071
H4	0,7553	0,75523

Table 16. Outer Model Test of Variable Preference

Indicator	First Model	Modified Model
PR1	0,83941	0,84018
PR2	0,81995	0,82156
PR3	0,79589	0,7989
PR4	0,69187	0,6856

In Table 15 and Table 16, it appears that all indicators were excluded because none are in accordance with the rule of thumb used.

Table 17. Average Variance Extracted and Commuality

Variable	AVE	Commuality
Reference/Information	0.595	0.595
Location	0.531	0.531
Environment	0.523	0.523
Security	0.625	0.625
Service	0.552	0.696
Facility	0.616	0.616
Price	0.555	0.555
Preference	0.622	0.622

Based on Table 17 it can be concluded that all constructs meet the criteria of convergent validity. This is evidenced by the AVE and commonality values above 0.50 as recommended criteria.

Discriminate validity parameters were measured by comparing the root of the AVE a construct should be higher than the correlation between the variables of the latent, or by looking at a score of cross loading.

Table 18. AVE and AVE Root

Variable	AVE	AVE Root
Reference/Information	0.595	0.771
Location	0.531	0.729
Environment	0.523	0.723
Security	0.625	0.790
Service	0.552	0.743
Facility	0.616	0.785
Price	0.555	0.745
Preference	0.622	0.789

Results of discriminate validity construct mention the root of the AVE is higher than the value of cross loading. This means that any latent variables have good discriminate validity where some latent variables do not have your measurements correlated with the construct bigger one. According to Hair et al (2008) in Jogyanto (2011) rule of thumb or

composite reliability alpha value should be greater than 0.7 even if the value of 0.6 is acceptable.

Table 19. Cronbach's Alpha and Composite Reliability

Variabel	Cronbach's Alpha	Composite Reliability
Reference/Information	0.772	0.739
Location	0.779	0.848
Environment	0.770	0.812
Security	0.796	0.868
Service	0.855	0.840
Facility	0.835	0.860
Price	0.737	0.833
Preference	0.795	0.868

Based on Table 19 above, it can be concluded that all constructs reliably meet the criteria. This is evidenced by the value of Cronbach's alpha and composite reliability above 0.70 as recommended criteria.

4.3 Inner Test or Structural Model

The models made to look at the relationship between constructs using R2 (R-square) to construct the dependent, the value of the coefficient paths or t-values for each path to be tested significance between the constructs in the model structural.

Based on Figure 2 seen from variable Preferences (PR) obtained value of R-Square preferences (Y)

amounted to 0.480 then, the interpretation is positioned enough to mean that the variability construct a reference (X1), the location (X2), the environment (X3), security (X4), service (X5), facilities (X6), and price (X7) of 48% while 52% is explained by other variables outside the research.

4.4 Hypothesis testing

If the value of t-statistic greater than t-table value, the hypothesis is accepted, and vice versa. T-table value for df (degree of freedom) by 92 at 0.05 α is 1.66159. Here is output estimation for testing the structural model.

Table 20. Hypothesis Based on Path Coefficient (Mean, STDEV, T-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
RF -> PR	0,250	0,247	0,097	0,097	2,585
LO -> PR	0,107	0,109	0,120	0,120	0,892
LI -> PR	0,051	0,082	0,113	0,113	0,448
KA -> PR	0,047	0,045	0,112	0,112	0,419
PL -> PR	0,084	0,078	0,113	0,113	0,748
FA -> PR	0,267	0,265	0,117	0,117	2,293
H -> PR	0,147	0,143	0,083	0,083	1,784

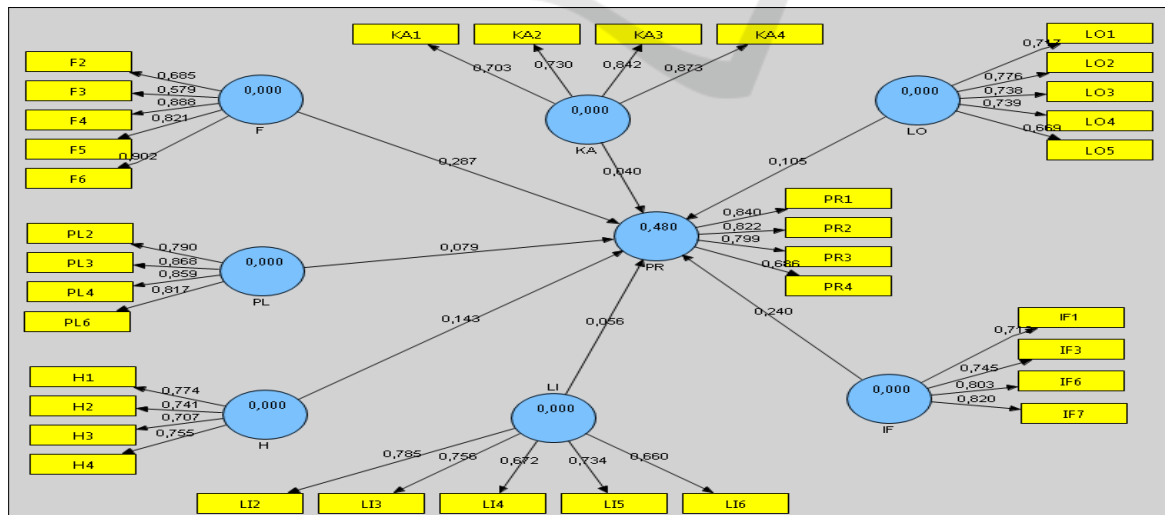


Figure 2: Structural model

Based on the above table it can be seen that the value of the original sample in the construct is

positive, it indicates that constructs have an influence on the dependent variable. But there are some

constructs in which the value of t-statistic <t-table is the location, environment, security, and service.

This means that the factor of location, environment, security, and service has no significant effect on the election boarding services, while reference, amenities and prices significantly influence the election boarding services.

Judging from the value of the original sample contained the highest scores on amenities, this indicates that the facility is the most dominant factor in the selection of a boarding services.

Service business owners must know and understand the preference factors of the workers to choose boarding houses. According to research findings, references, facilities, and prices give preference to workers to choose boarding services. According to research findings, references, facilities and prices give preference to workers to choose boarding services at competitive prices. Satisfaction and loyalty that customers have felt will give a positive impression to the image of a boarding house. To compete with each other, facility a like boarding management companies must seek to improve the quality of their services and customer satisfaction to ensure customer loyalty and financial gain. It is one of the reasons that explain the importance and benefit of understanding the factors that affect customer opinions. (Lepkova, G. Žūkaičė-Jefimovienė, 2012)

The expectation of consumers is the suitability or facilities of the expected boarding house. As consumers who work as workers, they always consider affordable housing prices. While Zalzar and Alimohammadzadeh (2015) explained that effective factor in choosing place is service, lowest effective factor is factor was service costs. Among the six factors which included: type of service, processes, providers, costs, advertising and place factors, " the service" and " the providers " have the greatest impact on choosing place. This was while "the process" and "the cost" were the most common affecting indicators.

In line with the research Pradana JP et al (2019) shows that the factors that influence the choice of boarding houses are security, price, location, facilities, environment, influence, references and services. Pradana et al (2019) suggest that boarding owners or entrepreneurs prioritize the development of consumer priority board. Boarding house investment offers passive income that is not small, especially the boarding house with middle up segmentation. However, the costs involved in developing a boarding house are very large, so it is necessary to study what the prospective customer prioritize in deciding the decision to choose a boarding house

The importance of facilities being factors that influence according to the results of Bahadori's research (2016) shows that the environment and facilities make a high contribution to the choice of places. In this study Bahadori added that the environment is a factor to be considered. Therefore, it is very important that these two factors and before being considered at the strategic level.

The reference factor is that considered by the respondents, namely the workers in choosing boarding services. References relating to information in the form of experience of other workers have felt satisfaction and comfort.

An interesting result of this study compared with other studies that Batam City is an industrial area where many migrants as workers will look for boarding houses. The position of Batam City is a complex that provides rental boarding houses. The mouth-to-mouth reference factor from previous workers' experience has a significant impact on choosing boarding houses. The experience of previous workers can provide a positive image that high-quality boarding houses can be chosen. In addition, information on boarding places according to your needs can be obtained from electronic media such as social media or information from reliable parties

The results of this study in line with Husnan and Akhtar (2015) show that the consumer buying behavior is influenced by their need, product quality design brand name and the image of the product as developed by the word of mouth

Originality in this study was the preference of workers in Batam City in choosing boarding houses in the background of the workers motivated in making decisions. Attitudes in choosing boarding houses are determined by consideration of references, facilities, and prices. Bretmen (2008) explains that expressed preferences will be calculated when and only when decision makers (1) are motivated to process information related to the decision, (2) face cognitive constraints, and (3) do not have an accessible attitude or underlying preference stored in memory.

5 CONCLUSION AND RECOMMENDATION

5.1 Conclusion

Conclusion of results research as follows:

- a. Factors that affect the workers in selecting the reference is a reference factor boarding services, facility and price. This means that these factors directly affect the workers in choosing boarding services.
- b. Factors that do not affect the election boarding services are factors to location, environment, security, and service. This shows that these factors do not directly influence preferences in choosing boarding services.
- c. The most dominant factor in choosing boarding services is factors that support the facility where the facility daily activities can affect workers directly in the selection of boarding services.

5.2 Recommendation

Recommendations The results of this study are input for providers of boarding services to pay attention to facilities. Boarding service facilities must always be maintained and maintained properly because boarding service facilities in Batam City are very important factors to choose boarding services

In addition to facilities, service providers must determine house prices because competitive prices determine competition between boarding house service providers. Boarding service providers must be in accordance with the facilities offered

Service providers must pay attention to references by making a positive impression about the facilities and prices offered through promotions and impressions on users of previous boarding services.

Overall the results of this study contribute to the development of scientific marketing

REFERENCES

- Arikunto, Suharsimi. (2006). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta
- Al- Nahdi, T. S., Nyakwende, Emmanuel., Banamah, A. M., Jappie, A. A. (2015). Factors Affecting Purchasing Behavior in Real Estate in Saudi Arabia. *International Journal of Business and Social Science*, 6 (2), 113-125.
- Badan Pusat Statistik Kota Batam. (2014). Penduduk WNI Per Wilayah dan Jenis Kelamin di Kota Batam wibesite: <http://batamkota.bps.go.id/>. Diakses pada tanggal 13 Februari 2016 pukul 11.30 WIB.
- Bahadori, M, Teymourzadeh, E Ravangard, R Nasiri A Raadabadi, M and Alimohammadzadeh K (2016) *Electronic Physician*, Volume 08 Issue 5 May 2016 ISSN 2378-2387.
- Bettman RJ., Luce, FM., Payne. WJ. (2008) Preference construction and preference stability: Putting the pillow to rest. *Journal of Consumer Psychology* 18 (2008) 170-174
- Fitri, Nursiah. (2013). Analisis Kepuasan Konsumen Buah-Buahan Segar di Brastagi Supermarket Medan. *Jurnal Ekonomi dan Bisnis*, 1 (3), 13-24.
- Ghozali, Imam. (2005). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: BP Universitas Diponegoro
- _____. (2008). *Structural Equation Modelin Metode Alternatif dengan Partial Least Square*. Semarang: BP Universitas Diponegoro.
- Hajar, Sitti., Susilawati, Made., Nilakusmawati, D. P. E. (2012). Faktor-Faktor yang Mempengaruhi Keputusan Mahasiswa dalam Memilih Rumah Kost. *e-Jurnal Matematika*, 1 (1), 25-31.
- Husnain, M and Akhtar W (2015) Factor that effect on consumer behavior: The case of boarding students. *Journal of Progressive Research in Social Sciences*. ISSN 2395-6283
- Jogiyanto, Prof., M.B.A., Ph.D., Ak. (2011). *Konsep dan Aplikasi Structural Equation Modeling Berbasis Varian dalam Penelitian Bisnis*. Yogyakarta: STIM YKPN.
- Khozaei, Fatemeh., Amole, Dolapo., Hassan, A. S., Khozaei, Zahra. (2010). Female Graduate Students' Perception of the Relationships between the Residence Hall and the Home. *Asian Social Science*, 6 (10), 68-76.
- _____, Ramayah, T., Hassan, A. S. (2012). A Shorter Version of Student Accommodation Preferences Index (SAPI). *American Transaction on Engineering & Applied Sciences*, 1 (3), 195-211.
- Kotler, Philip., Keller, Kevin Lane. (2009). *Manajemen Pemasaran. Edisi 13, Jilid 1*. Jakarta: Erlangga.
- Kusuma, Habib Bayu. (2014). Analisis Preferensi Konsumen Terhadap Perumahan Sederhana dan Faktor-Faktor yang Mempengaruhinya di Kota Semarang. *Skripsi*. Fakultas Ekonomika dan Bisnis Universitas Diponegoro Semarang.
- Lepkova, N. Žūkaitė-Jefimovienė. (2012) Study On Customer Satisfaction With Facilitis Management Services In Lithuania *SLOVAK UNIVERSITY OF TECHNOLOGY*. Vol. XX, No. 4, 1 – 16
- Mendari, Anastasia Sri. (2010). Aplikasi Teori Kebutuhan Maslow dalam Meningkatkan Motivasi Belajar Mahasiswa. *Jurnal*. STIE Musi Palembang.
- Purbosari, Annisa., Hendarto, Mulyo. (2012). Analisis Faktor-Faktor yang Mempengaruhi Keputusan Bertempat Tinggal di Kota Bekasi Bagi Penduduk Migran Berpenghasilan Rendah yang Bekerja di Kota Jakarta. *Diponegoro Journal of Economis*, 1 (1), 1-15.
- Putri, Noventi Ers., Iskandar, Dadang. (2014). Analisis Preferensi Konsumen dalam Penggunaan Social Messenger di Kota Bandung (Studi Kasus: Line, Kakaotalk, Wechat, Whatsapp). *Jurnal Manajemen Indonesia*, 14 (2), 110-127
- Putra Jaya Pradana, JP. Setijanti, P. and Dewi Septanti, D (2019). Boarding House Preferences by Middle Up Class Students in Surabaya. *International Journal of Engineering Research and Advanced Technology (IJERAT)* Volume.5, Issue 2 February

- Republik Indonesia. (2011). *Undang-Undang Nomor 1 Tahun 2011 Tentang Perumahan dan Kawasan Permukiman*. Jakarta: Sekretariat Negara.
- _____. (2003). *Undang-Undang Nomor 13 Tahun 2003 Tentang Ketenagakerjaan*. Jakarta: Sekretariat Negara
- Sarwono, Jonathan. (2006). *Analisis Jalur untuk Riset Bisnis dengan SPSS*. Yogyakarta: ANDI.
- Sekaran, Uma. (2006). *Research Methods for Business: Metodologi Penelitian untuk Bisnis*. Jakarta: Salemba Empat.
- Serlin, M. A., Umilia, Ema. (2013). Faktor-Faktor yang Mempengaruhi Masyarakat dalam Memilih Lokasi Hunian Peri Urban Surabaya di Sidoarjo. *Jurnal Teknik Pomits*. 2 (2), 143-148.
- Sholihin, Mahfud, Ph.D., Ratmono, Dwi, Dr. (2013). *Analisis SEM-PLS dengan WarpPLS 3.0*. Yogyakarta: ANDI.
- Simamora, Bilson. (2002). *Panduan Riset Perilaku Konsumen*. Jakarta: Gramedia Pustaka Utama.
- Sugiyono, Prof, Dr. (2012). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- _____. (2015). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sukirno, Sadono. (2005). *Mikro Ekonomi: Teori Pengantar Edisi Ketiga*. Jakarta: Rajawali Pers.
- Tjiptono, Fandy. (2003b). Understanding Consumer Behavior in a Service Context. *Internal Discussion Paper*, MARKLogic, Sydney, 11 Oktober.
- _____. (2014). *Pemasaran Jasa: Prinsip, Penerapan, dan Penelitian*. Yogyakarta: ANDI.
- Umar, Husein, Dr., S.E., MBA., M.M. (2009). *Metode Penelitian untuk Skripsi dan Tesis Bisnis Edisi Kedua*. Jakarta: Rajawali Pers.
- Utomo, Pramudi. (2009). Dinamika Pelajar dan Mahasiswa di Sekitar Kampus Yogyakarta (Telaah Pengelolaan Rumah Kontrak dan Rumah Sewa). *Paper*. Departemen Pendidikan Nasional Universitas Negeri Yogyakarta.
- Zalzar, S., Alimohammadzadeh, K. Factors Affecting the Preferences of Primigravida Women for Choosing a Public Hospital. *International Journal of Travel Medicine and Global Health*. 2015;3(4):165-169